IN THE CLAIMS

1. (currently amended) A receiver, comprising:

a receiving unit operable to receive program signals and first program guide information, the first program guide information including broadcasting time information of a program;

a production unit operable to produce second program guide information from the first program guide information, the second program guide information including the broadcasting time information of the program for every time slot spanned by the program;

an allocation unit operable to allocate the second program guide information as one or more clone EPG objects in a retrieval table for retrieval based upon the time slots spanned by the program, wherein each of the clone EPG objects is allocated to a single one of the time slots spanned by the program by directly copying the first program guide information of the program as the clone EPG objects and then setting each clone EPG object to a respective one of the time slots spanned by the program;

a retrieval unit employing a given one of the time slots as a search condition to set retrieval processing, the retrieval unit being operable to retrieve a respective one of the clone EPG objects for the second program guide information from the retrieval table using the given time slot as the search condition to identify the respective clone EPG object for the program,

wherein a program table for displaying information of the program to a user is generated based on the respective clone EPG object;

a storage unit operable, in response to the receiver receiving an instruction to turn off a power source of the receiver, to store content information indicating whether

content displayed immediately before the receiver turns off the power source is a program guide or a program, and if the content displayed immediately before the receiver turns off the power source is the program, to store genre information indicating a genre of the program; and

a display controller operable to determine whether to display the program guide, a recommended program, or another program of the genre indicated by the stored genre information as an initial image in response to the power source being subsequently turned on, the determination being based solely on the content information and the genre information that were stored immediately before the receiver turns off the power source,

the program guide being displayed as the initial image if the content information stored in said storage unit indicates that the program guide was displayed immediately before turning off the power source of the receiver, ~~the displayed program guide including a plurality of program logos each corresponding to a respective one of a plurality of programs, and when a given one of the plurality of program logos is selected, the displayed program guide further including a reduced image of the respective program corresponding to the selected program logo and text showing contents of the respective program,~~

the recommended program being displayed as the initial image if the content information stored in said storage unit indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is the recommended program, the recommended program being determined based on the received program

guide information and previously set user preferences, and

the another program of the genre indicated by the stored information being displayed as the initial image if the content information stored in said storage unit indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is of the genre indicated by the stored genre information.

2. (cancelled)

3. (currently amended) In a receiver having a power source, a method comprising:

receiving program signals and first program guide information, the first program guide information including broadcasting time information of a program;

producing second program guide information from the first program guide information, the second program guide information including the broadcasting time information of the program for every time slot spanned by the program;

allocating the second program guide information as one or more clone EPG objects in a retrieval table for retrieval based upon the time slots spanned by the program, each of the clone EPG objects being allocated to a single one of the time slots spanned by the program by directly copying the first program guide information of the program as the clone EPG objects and then setting each clone EPG object to a respective one of the time slots spanned by the program;

employing a given one of the time slots as a search condition to set retrieval processing;

retrieving a respective one of the clone EPG objects for the second program guide information from the retrieval

table using the given time slot as the search condition to identify the respective clone EPG object for the program;

generating a program table for displaying information of the program to a user based on the respective clone EPG object;

receiving an instruction to turn off a power source of the receiver;

storing, in response to receiving the instruction to turn off the power source, content information indicating whether content displayed immediately before turning off the power source is a program guide or a program, and when the content displayed immediately before turning off the power source of the receiver is the program, storing genre information indicating a genre of the program;

turning off the power source; and

determining whether to display the program guide, a recommended program, or another program of the genre indicated by the stored genre information as an initial image in response to the power source being subsequently turned on, the determination being based solely on the content information and the genre information that were stored immediately before turning off the power source,

the program guide being displayed as the initial image if the stored content information indicates that the program guide was displayed immediately before turning off the power source of the receiver, ~~the displayed program guide including a plurality of program logos each corresponding to a respective one of a plurality of programs, and when a given one of the plurality of program logos is selected, the displayed program guide further including a reduced image of the respective program corresponding to the~~

~~selected program logo and text showing contents of the respective program,~~

the recommended program being displayed as the initial image if the stored content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is the recommended program, the recommended program being determined based on the received program guide information and previously set user preferences, and

the another program of the genre indicated by the stored information being displayed as the initial image if the stored content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is of the genre indicated by the stored genre information.

4. - 7. (cancelled)

8. (previously presented) The receiver as claimed in claim 1, wherein the program guide is displayed as the initial image if the content information indicates that the program was displayed immediately before turning off the power source of the receive and the currently broadcast program is not the recommended program and is not of the genre indicated by the stored genre information.

9. - 11. (cancelled)

12. (previously presented) The method as claimed in claim 3, wherein the program guide is displayed as the initial image if the content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is not the recommended program and is not of the same genre indicated by the stored genre information.

13. (new) The receiver as claimed in claim 1, wherein the production unit produces a retrieval table for each genre of program.

14. (new) The receiver as claimed in claim 1, further comprising:

an inputting unit operable to receive an inputted broadcast time to be retrieved;

a program retrieval unit operable to execute program retrieval on the basis of the input broadcast time and the retrieval table; and

a processing unit operable to read stored program information of a retrieved program and carrying out display processing to display the information of the program to the user.

15. (new) The receiver as claimed in claim 1, wherein a plurality of programs are allocated in a selected time slot for a given channel, and separate clone EPG objects are assigned to each respective one of the plurality of programs in the selected time slot.

16. (new) The receiver as claimed in claim 1, wherein the program table includes program data of a plurality of programs for a predetermined genre.

17. (new) The method as claimed in claim 3, wherein the producing step produces a retrieval table for each genre of program.

18. (new) The method as claimed in claim 3, further comprising:

inputting a broadcast time to be retrieved;

executing program retrieval on the basis of the input broadcast time and the retrieval table; and

reading stored program information of a retrieved program and carrying out display processing to display the information of the program to the user.

19. (new) The method as claimed in claim 3, wherein a plurality of programs are allocated in a selected time slot for a given channel, and separate clone EPG objects are assigned to each respective one of the plurality of programs in the selected time slot.

20. (new) The method as claimed in claim 3, wherein the program table includes program data of a plurality of programs for a predetermined genre.